

Rep Order# 9848228 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 67187

Printed: 10/23/2012 1:39 PM
Last Received: 10/23/2012 11:45 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product RNC
Estimate# 3442
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/445/3442
Flight Dates 10/25/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. MKGD FOR LINE 49 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*49	SU	630P-7P	LOCAL12-630 SJ	:30	\$1,500.00	11/04-11/04	0	0	0	\$0.00	
Rating: 3.8												
Sales Remark: V5 1X NA												
V5 Comment Changed, Spots/week Changed												
	*69	SU	12P-1P	NFL TODAY	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	
Rating: 3.8												
Sales Remark: V5 MKGD.												
V5 Added												

---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

---SALES MONTHLY TOTALS---

Oct 12: 14 / \$26,450.00 Nov 12: 54 / \$156,650.00
Sales Totals: 68 / \$183,100.00
Station Totals: 68 / \$183,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$472,882 CABL 0% EKRC 0% UNKN 0% WBQC 0% WCPO 18%

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WKRC	38%	WLWT	21%	WSTR	0%	WXIX	21%
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Books null
Demos RA35+

Rep Order# 9848228 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 67187

Printed: 10/22/2012 12:43 PM
Last Received: 10/19/2012 10:36 AM
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--- REMARKS ---

pls see line 49
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*49	SU	630P-7P	LOCAL12-630 SJ	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	

Rating: 3.8

Station Remark: V4 no news on 11/4 mg sun 10/28 12-1p ncir
nfl today

---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

---SALES MONTHLY TOTALS---

Oct 12: 13 / \$24,950.00 Nov 12: 55 / \$158,150.00

Sales Totals: 68 / \$183,100.00

Station Totals: 68 / \$183,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$472,882	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	38%	WLWT	21%	WSTR	0%	WXIX	21%		

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Salesperson Phone# 202-955-5342
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Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Sunday, October 21, 2012 2:00 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Republican National Committee - 67187

Station: WKRC-TV

Order Information:

Order #: 67187
Order Total: \$183,100.00
Agency: National Media Team
Advertiser: Republican National Committee
Product: RNC
Alternate Order #: 09848228
Estimate #: 3442
Flight Dates: 10/25/12 - 11/05/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67187-49-1):

Rate: \$1,500.00
Air Date: Sun 11/04/12
Eligible Days: -----Su
Inventory Code: 630p Local 12 News Sun
Inventory Description: 630p Local 12 News Sun
Inventory Code Time: 6:30 PM-7:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

*1x Sun 12-1P (NFC Today)
on 10/28 MWR*

Spot Manager: All, 10/25/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 67187												
Line: 1												
10/26/12	Friday	5:43:07 AM	:30	\$1,100.00		5a Good Morn Cincinna (5:30:00 AM-6:00:00 ARNC			3442	P-1	1	MWASH
				\$1,100.00							1	
Line: 2												
10/29/12	Monday	5:36:05 AM	:30	\$1,100.00		5a Good Morn Cincinna (5:30:00 AM-6:00:00 ARNC			3442	P-1	1	MWASH
				\$1,100.00							1	
Line: 3												
11/02/12	Friday	5:36:35 AM	:30	\$1,100.00		5a Good Morn Cincinna (5:30:00 AM-6:00:00 ARNC			3442	P-1	1	MWASH
				\$1,100.00							1	
Line: 4												
11/05/12	Monday	5:51:09 AM	:30	\$1,100.00		5a Good Morn Cincinna (5:30:00 AM-6:00:00 ARNC			3442	P-1	1	MWASH
				\$1,100.00							1	
Line: 5												
10/29/12	Monday	6:12:57 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 6												
10/30/12	Tuesday	6:11:57 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 7												
10/31/12	Wednesday	6:13:42 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 8												
11/01/12	Thursday	6:12:42 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 9												
11/02/12	Friday	6:13:42 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 10												
11/05/12	Monday	6:20:38 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 11												
10/25/12	Thursday	6:43:36 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 12												
10/26/12	Friday	6:42:51 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC			3442	P-1	1	MWASH
				\$1,400.00							1	
Line: 13												
10/29/12	Monday	6:44:06 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC			3442	P-1	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/25/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 67187												
Line: 13												
				\$1,400.00							1	
Line: 14												
10/30/12	Tuesday	4:44:06 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC		3442	P-1		1	MWASH
				\$1,400.00							1	
Line: 15												
10/31/12	Wednesday	4:43:36 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC		3442	P-1		1	MWASH
				\$1,400.00							1	
Line: 16												
11/01/12	Thursday	4:44:36 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC		3442	P-1		1	MWASH
				\$1,400.00							1	
Line: 17												
11/02/12	Friday	4:43:36 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC		3442	P-1		1	MWASH
				\$1,400.00							1	
Line: 18												
11/05/12	Monday	4:51:52 AM	:30	\$1,400.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 ARNC		3442	P-1		1	MWASH
				\$1,400.00							1	
Line: 19												
10/25/12	Thursday	4:54:09 XM	:30	\$250.00		430-5a News	4:30 XM-5:00 XM	RNC	3442	P-1	1	MWASH
				\$250.00							1	
Line: 20												
10/28/12	Sunday	4:36:12 XM	:30	\$250.00		430-5a News	4:30 XM-5:00 XM	RNC	3442	P-1	2	MWASH
				\$250.00							1	
Line: 21												
10/29/12	Monday	4:53:09 XM	:30	\$250.00		430-5a News	4:30 XM-5:00 XM	RNC	3442	P-1	1	MWASH
				\$250.00							1	
Line: 22												
10/30/12	Tuesday	4:53:54 XM	:30	\$250.00		430-5a News	4:30 XM-5:00 XM	RNC	3442	P-1	1	MWASH
				\$250.00							1	
Line: 23												
10/31/12	Wednesday	4:53:39 XM	:30	\$250.00		430-5a News	4:30 XM-5:00 XM	RNC	3442	P-1	1	MWASH
				\$250.00							1	
Line: 24												
11/04/12	Sunday	4:30:36 XM	:30	\$250.00		430-5a News	4:30 XM-5:00 XM	RNC	3442	P-1	2	MWASH
				\$250.00							1	
Line: 25												
10/27/12	Saturday	7:30:02 AM	:30	\$1,000.00		6a-8a Local 12 News S (7:30:00 AM-8:00:00 ARNC		3442	P-1		1	MWASH
				\$1,000.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/25/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 67187												
Line: 26												
11/03/12	Saturday	7:48:45 AM	:30	\$1,000.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 ARNC		3442	P-1	1	MWASH
				\$1,000.00							1	
Line: 27												
10/25/12	Thursday	5:28:50 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 28												
10/26/12	Friday	5:21:07 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 29												
10/29/12	Monday	5:04:43 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 30												
10/30/12	Tuesday	5:03:48 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 31												
10/31/12	Wednesday	5:03:43 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 32												
11/01/12	Thursday	5:03:48 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 33												
11/02/12	Friday	5:03:43 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 34												
11/05/12	Monday	5:27:10 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PRNC		3442	P-1	1	MWASH
				\$2,200.00							1	
Line: 35												
10/25/12	Thursday	5:49:18 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PRNC		3442	P-1	1	MWASH
				\$2,400.00							1	
Line: 36												
10/29/12	Monday	5:41:52 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PRNC		3442	P-1	1	MWASH
				\$2,400.00							1	
Line: 37												
10/30/12	Tuesday	5:42:37 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PRNC		3442	P-1	1	MWASH
				\$2,400.00							1	
Line: 38												
10/31/12	Wednesday	5:41:22 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PRNC		3442	P-1	1	MWASH

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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 67187												
Line: 38												
				\$2,400.00							1	
Line: 39												
11/02/12	Friday	4:42:07 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PRNC		3442	P-1	1	MWASH
				\$2,400.00							1	
Line: 40												
11/05/12	Monday	5:49:48 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PRNC		3442	P-1	1	MWASH
				\$2,400.00							1	
Line: 41												
10/25/12	Thursday	6:28:11 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 42												
10/26/12	Friday	6:05:19 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 43												
10/29/12	Monday	6:11:38 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 44												
10/30/12	Tuesday	6:12:08 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 45												
10/31/12	Wednesday	6:12:53 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 46												
11/01/12	Thursday	6:19:32 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 47												
11/02/12	Friday	6:12:08 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 48												
11/05/12	Monday	6:29:11 PM	:30	\$2,800.00		6p Local 12 News at Six	(6:00 PM-6:30 PM) RNC		3442	P-2	1	MWASH
				\$2,800.00							1	
Line: 50												
11/01/12	Thursday	7:50:41 PM	:30	\$2,000.00		M-F 730p-8p	7:30 PM-8:00 PM	RNC	3442	P-2	1	MWASH
				\$2,000.00							1	
Line: 51												
11/05/12	Monday	7:35:29 PM	:30	\$2,000.00		M-F 730p-8p	7:30 PM-8:00 PM	RNC	3442	P-2	1	MWASH
				\$2,000.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/25/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 67187												
Line: 52												
10/30/12	Tuesday	:29:00 PM	:30	\$6,500.00		Tue Reg 3	10:00 PM-11:00 PM	RNC	3442	P-2	1	MWASH
				\$6,500.00							1	
Line: 53												
11/01/12	Thursday	:28:00 PM	:30	\$8,000.00		Thu Reg 3	10:00 PM-11:00 PM	RNC	3442	P-2	1	MWASH
				\$8,000.00							1	
Line: 54												
11/03/12	Saturday	:56:16 PM	:30	\$10,000.00		M-Su Prime Rotator	8:00 PM-11:00 PM	RNC	3442	P-2	1	MWASH
				\$10,000.00							1	
Line: 55												
11/04/12	Sunday	:59:26 PM	:30	\$40,000.00		AFC Regular Season	(1:00:00 PM-4:00:00 PM)	RNC	3442	P-2	1	MWASH
				\$40,000.00							1	
Line: 56												
10/25/12	Thursday	:20:27 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 57												
10/26/12	Friday	:20:27 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 58												
10/29/12	Monday	:11:51 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 59												
10/30/12	Tuesday	:12:18 PM	:30	\$3,200.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 60												
10/31/12	Wednesday	:04:38 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 61												
11/01/12	Thursday	:04:49 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 62												
11/02/12	Friday	:12:21 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 63												
11/05/12	Monday	:34:15 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	RNC	3442	P-2	1	MWASH
				\$3,200.00							1	
Line: 64												
10/31/12	Wednesday	:47:00 PM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	RNC	3442	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/25/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Republican National Committee

Agency: National Media Team

Station: WKRC-TV

Order: 67187

Line: 64

				\$1,200.00							1	
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Line: 65

11/01/12	Thursday	4:47:00 PM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	RNC	3442	P-2	1	MWASH
				\$1,200.00							1	

Line: 66

11/02/12	Friday	1:59:15 PM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	RNC	3442	P-2	1	MWASH
				\$1,200.00							1	

Line: 67

10/28/12	Sunday	1:48:54 PM	:30	\$1,000.00		Sun 1135p-1205a	11:35 PM-12:05 XM	RNC	3442	P-2	1	MWASH
				\$1,000.00							1	

Line: 68

11/04/12	Sunday	2:04:26 XM	:30	\$1,000.00		Sun 1135p-1205a	11:35 PM-12:05 XM	RNC	3442	P-2	1	MWASH
				\$1,000.00							1	

Line: 69

10/28/12	Sunday	2:57:26 PM	:30	\$1,500.00		NFL Today	12p-12a	RNC	3442	P-3	1	MWASH
				\$1,500.00							1	
				\$183,100.00							68	
				\$183,100.00							68	
				\$183,100.00							68	
				\$183,100.00							68	
				\$183,100.00							68	
				\$183,100.00							68	

[Filtered by:] [Sorted by: Station]